



ENERGY STAR Qualified Light Fixtures

Basic Facts About ENERGY STAR:

- ▶ Products that earn the ENERGY STAR **meet strict energy efficiency guidelines** set by the US Environmental Protection Agency and the Department of Energy
- ▶ Products with the ENERGY STAR offer **more features** than comparable products without the label
- ▶ Products with the ENERGY STAR prevent greenhouse gas emissions—less energy is generated by power plants, decreasing the amount of fossil fuels burned, which results in less air pollution

Key Sales Messages:

- ▶ **Less time changing bulbs!** The **pin-based light bulbs** in an ENERGY STAR qualified fixture need to be **changed once every 7 years**, on average versus once a year for incandescent light bulbs.
- ▶ **More money to spend on other things!** ENERGY STAR qualified fixtures **use 2/3 less energy** while providing more light than incandescent fixtures. When you replace bulbs in high-use areas with energy-saving ones, you save money on your utility bills.
- ▶ **Less heat, more comfort!** ENERGY STAR qualified lighting products generate **70% less heat** than standard incandescent lighting. More of the energy goes to creating light versus heat (the opposite is true for incandescent bulbs).
- ▶ **Make a difference for the environment!** Saving energy doesn't just save money. It also means that power plants do not have to work as hard, or pollute as much.

Answers to Typical Customer Questions:

Q: Why do fixtures with the ENERGY STAR cost more than other fixtures?

A: Fixtures that have earned the ENERGY STAR have **more features** than incandescent fixtures. Their **bulbs last much longer**, they produce **less heat** while providing more light, and they help **reduce your electricity bills**. When you factor in the money you save on electricity and replacement bulbs, they are actually **less expensive in the long term**.

Q: Don't fluorescent bulbs flicker and give off an odd color light?

A: Because of significant advances in technology over the past few years, today's ENERGY STAR qualified fixtures are significantly better quality than fluorescent fixtures you may have bought just a few years ago. To earn the ENERGY STAR label, bulbs cannot flicker or have longer than a second delay to turn on. Many of the bulbs in ENERGY STAR qualified fixtures match the color temperature of regular soft white incandescent bulbs.

Share this concept with your customers:

You know that your car's efficiency is measured by miles per gallon. Your lighting products are rated by lumens per watt (LPW). Incandescent bulbs and fixtures are rated at about 15-17 LPW while models with the ENERGY STAR "go farther with less," rated at 46 LPW or higher!